



# ALLIANT ENERGY CENTER

## REDEVELOPMENT COMMITTEE

OCTOBER 21, 2024

# AGENDA

1. Call to Order
2. Approval of Minutes
3. Chair's Report
4. Director's Report
5. Overview of Center Financial Performance
6. Overview of Proposed Capital Budget for 2025
7. Report on Dane County Tourism
8. World Dairy Expo Update
9. Public Comment on Items not on the Agenda



# Chair's Report

- Introduction of new member, Sup. Mike Engelberger
- Introduction of project to new County Executive and County Board members
- Need Volunteers for Task Teams
  - Expo Hall Funding Strategy
  - Sports Facility Partner Identification and Discussions
  - Multiuse Arena Partner Identification and Discussions
- Future community outreach
- December meeting canceled

# Director's Report

- Meeting with stakeholders and clients
- Analyzing event contracts and P/L statements
- Working on 2025 Budget
- Putting pieces in place to start a 5 Year Capital Program

# Director's Report



Harris/Walz Campaign  
Event

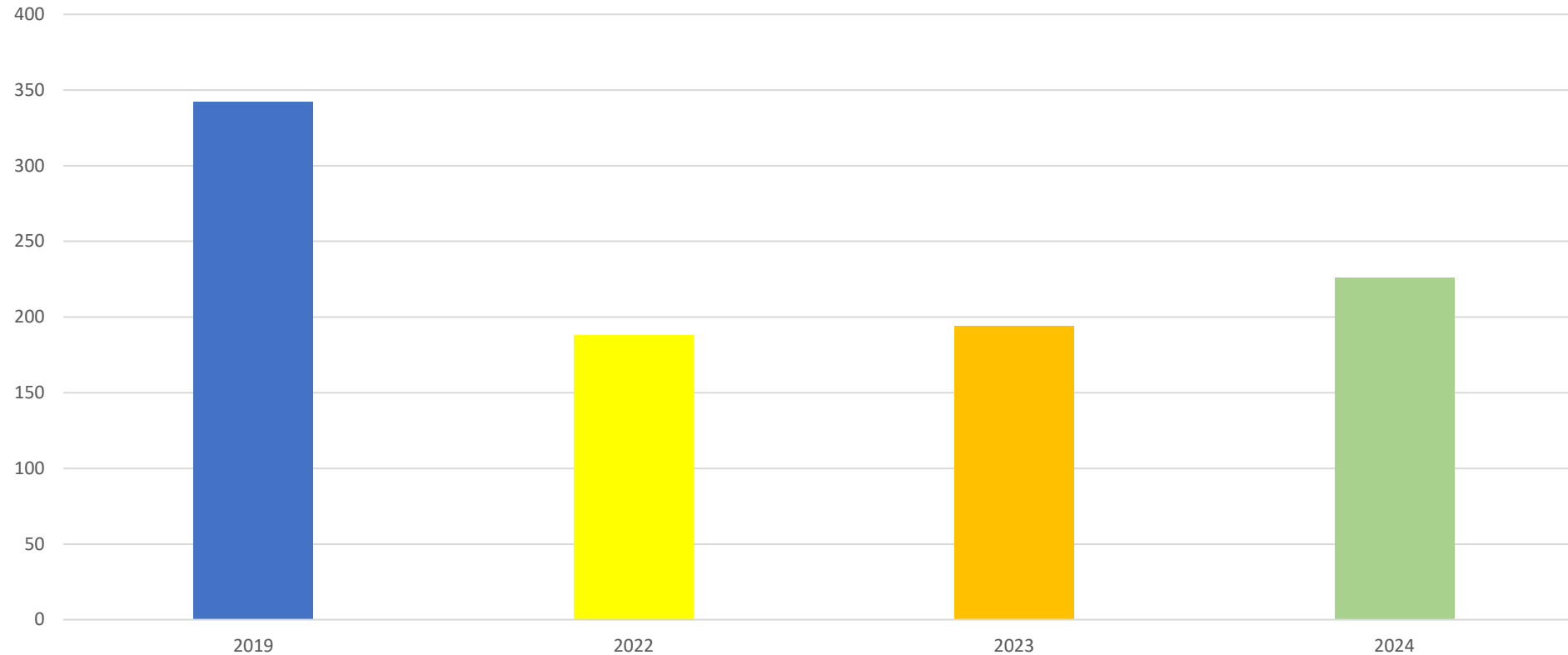


Ribbon Cutting ceremony for Plaza. Governor Evers, County Executive Kuhn, Mayor Rhodes-Conway, State Senator Agard, and several County Commissioners attended.

# Overview of Financial Performance

	2022	2023	2024 (Thru 9/30)	Projected Balance 2024
Gross Revenue	\$7,667,519	\$9,057,529	\$6,449,884	\$8,599,845
Number of Events	188	191	172	224
Gross Revenue/Event	\$40,785	\$47,422	\$37,499	\$38,392

# Overview of Center Confirmed Event Count



# Overview of Center Confirmed Events

Definite by Type	2019	2024	Over/(under)
4-H Event	17	17	0
Agriculture - Horse	11	6	-5
Agriculture - Livestock	5	5	0
Banquet	31	5	-26
Ceremony	10	5	-5
Civic	23	21	-2
Community	0	8	8
Concert	10	0	-10
Conference	19	6	-13
Consumer Show	30	16	-14
Convention	7	4	-3
Entertainment	2	0	-2
Family Show	7	6	-1
Festival	1	3	2
Graduation	1	4	3
Hobby Show	1	1	0
Meeting	104	32	-72
Parking Lot Rental	22	12	-10
Private Party	0	1	1
Religious	0	3	3
Shuttle	0	3	3
Sporting Event	20	41	21
Testing/Exam	3	1	-2
Trade Show- Private	16	5	-11
Trade Show - Public	2	9	7
Training	0	10	10

# Overview of Proposed Capital Budget for 2025

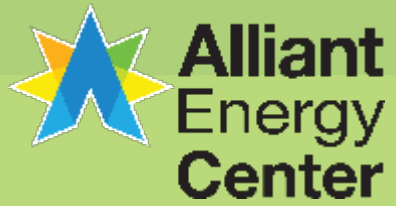
- ***\$1.5 Million Exhibition Hall Design/Stormwater***
- \$1.5 million for current condition traffic and stormwater study
- \$1.5 million Exposition Hall Roof replacement
- ***\$2.5 million Coliseum HVAC upgrades***
- \$1 million Coliseum Roof anchors
- \$700k AEC improvements
- \$700k Vehicles & equipment replacement
- \$500k asphalt and concrete repairs\*
- \$500k Exhibition Hall HVAC upgrade
- \$400k replacement stalling
- \$200k Campus Fiber upgrade
- \$150k Rental Equipment replacement
- **TOTAL INVESTMENT - \$11,400,000**

# Report on Dane County Tourism

# World Dairy Expo Update

- Total attendance = 55,209
- Total registered international attendees = 2,731
  - Representing 96 countries
- Trade Show
  - 551 exhibiting companies, from 41 U.S. states, 5 Canadian provinces and 24 countries
  - 258 sponsors
- Dairy Cattle Show
  - 2,527 cattle housed on grounds
  - 1,812 exhibitors from 40 U.S. states and 4 Canadian provinces
- Youth Contests
  - 1,333 youth participants
- Fourth Grade School Tours
  - 1,110 student participants

# Public Comment on Items not on the Agenda



<https://aecstudy.danecounty.com>